STOP BUYING BRANDING THAT DOESN'T SELL: YOUR FUNNEL IS BLEEDING

If you spent $10k+ on some "modern minimal" rebrand and still can't convert cold traffic, congratulations—you've been mugged in daylight by a Behance portfolio. This article is your emergency blood transfusion. For real ROI, burn your guidelines, not your ad budget.

The Branding Lie HR Still Buys

Here’s the play: brand strategists charge five figures for color palettes, tone-of-voice guides, and a single mood board quote like “Your brand is a lighthouse in the fog.” That quote cost you $700. The fog? Still there. Your revenue? Still drowning.

Good branding = short-term conversion + long-term trust. If the first pixel doesn’t make people click, the rest of the funnel won’t matter. You’ve got 1.8 seconds before your client bounces. Your serif font won’t save you. Only primal urgency and data-backed copy will.

Stop Branding. Start Positioning.

Positioning = when the first sentence tells me what problem you solve and who dies if they don't hire you. Example: "We help B2B SaaS teams cut churn by 26% using smart contract automation." See the difference? It's sharp. It's dangerous. It works.

Meanwhile, your current About page says you "believe in the power of empathy." Cute. So does your ex. Didn't make them stay, either.

How to Audit a Funnel That Doesn’t Sell

Use this checklist before firing your media buyer:

- Does your headline answer what you solve in 8 words or less?
- Does your first CTA come above the fold?
- Is the offer framed as survival—not a "nice-to-have"?
- Do you use numbers in every scroll section?
- Did you install Hotjar/Clarity and analyze drop-off?

If even two answers are "no," branding isn’t your issue. Your strategy is.

Make Clients Sweat, Not Smile

In 2025, no buyer trusts cute copy or pastel gradients. They trust:

- Screenshots of Stripe
- Testimonials that sound borderline threatening
- Loom videos that break objections in under 45 seconds

If your branding doesn't generate tension, you're not selling—you're decorating. The next time someone says "I love the feel of your site," ask them how much they spent. If it's zero, burn it and start again.

"A good brand doesn't make you look big. It makes your competition look small."

– Punched into the keyboard by someone who gets paid to make landing pages outperform brand books.